

## Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 USIA-15 /035 W

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P 092118Z JUL 75

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC PRIORITY 6909

UNCLAS SECTION 1 OF 2 OTTAWA 2555

PASS USIA/IWE

POUCHED FOR INFO TO ALL CONSULATES IN CANADA

EO 11652 NA

TAGS BEXP CA

SUBJ FY 1975 CCP: FINAL PROGRESS REPORT AND EVALUATION

REF OTTAWA 832, MARCH 6

1. MOST FY 1975 CCP CAMPAIGN TARGETS MET OR EXCEEDED  
DESPITE SOME SHORTFALL IN PROGRAMMED RESOURCES. ONLY  
EXCEPTIONS WERE:

TORONTO - CAMPAIGN NR 1 - MINI-MARKET SURVEYS AND  
CAMPAIGN NR 6 - BIO-MEDICAL EQUIPMENT PARTIALLY SUCCESSFUL;  
AND CAMPAIGN NR 7 - MATERIALS AND EQUIPMENT FOR  
CONSTRUCTION INDUSTRY CONSIDERED A FAILURE DUE TO  
STATE OF LOCAL CONSTRUCTION INDUSTRY.

VANCOUVER - CAMPAIGNS NR 3 - AMERICAN WINES AND NR 4 -  
IN-STORE PROMOTION, BOTH DROPPED; NO SIGNIFICANT  
RESULTS FROM CAMPAIGN NR 5 - REVERSE INVESTMENT; AND  
CAMPAIGN NR 7 - MATERIALS AND EQUIPMENT FOR CONSTRUCTION  
INDUSTRY RE-SCHEDULED FOR FY 76.

2. FOLLOWING ARE COMPLETE DETAILS OF THE  
CAMPAIGN RESULTS AS REPORTED BY COMMERCIALLY-STAFFED  
POSTS--MONTREAL, TORONTO AND VANCOUVER:

MONTREAL -

A. CAMPAIGN NO. 1: MINI-MARKET SURVEY ON

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TEXTILE MACHINERY WAS SUBMITTED ON TARGET ON

MARCH 5, 1975.

B. CAMPAIGN NO. 2: EXPORT PROMOTION - POLLUTION CONTROL EQUIPMENT AND SYSTEMS. ACTIVITY TARGET - 13 TOS. 12 SUBMITTED.

C. CAMPAIGN NO. 3: EXPORT PROMOTION - AMERICAN WINES. ACTIVITY TARGET - A 30 PERCENT INCREASE IN IMPORTS. GOAL EXCEEDED.

D. CAMPAIGN NO. 5: REVERSE INVESTMENT-TARGET (COUNTRY-WIDE) - ASSIST 5-10 FIRMS ESTABLISH SUBSIDIARIES. TWO IDENTIFIED AND ASSISTED IN QUEBEC PROVINCE.

E. CAMPAIGN NO. 6: EXPORT PROMOTION - BIO-MEDICAL EQUIPMENT. ACTIVITY TARGET - 13 TOS. 16 SUBMITTED.

F. CAMPAIGN NO. 7: EXPORT PROMOTION - MATERIALS AND EQUIPMENT FOR CONSTRUCTION INDUSTRY. ACTIVITY TARGET - 20 TOS. 20 SUBMITTED.

TORONTO -

A. CAMPAIGN NO. 1: ONE OF THREE MINI-STUDIES (MACHINE TOOLS) SUBMITTED, ANOTHER (ELEC. PRODUCTION AND TEST EQUIPMENT) CANCELLED (TORONTO A-18) AND THIRD (POLLUTION CONTROL EQUIPMENT) BEING SUBMITTED MID-JULY.

B. CAMPAIGN NO. 2: ETOS (26) ON SCHEDULE. REPORT ON 1975 POLLUTION SHOW AND RECOMMENDATION FOR US PARTICIPATION NEXT SHOW IN 1977 DELAYED BY LACK ATTENDANCE FIGURES BUT BEING SUBMITTED THIS MONTH.

C. CAMPAIGN NO. 3: WHILE DOLLAR FIGURES NOT AVAILABLE FROM LCBO (LIQUOR CONTROL BOARD OF ONTARIO), CASES IMPORTED FROM US IN LCBO FY 1975 ENDING MARCH 31, 1975 SHOWED DRAMATIC INCREASES. TABLE WINES JUMPED TO 9,700 CASES FROM 3,700 PREVIOUS YEAR WHILE FIRST YEAR OF BEER IMPORTS RESULTED IN 8,700 CASES. SPIRITS EVIDENCED HEALTHY INCREASE FROM 9,600 TO 12,000 CASES. FORTIFIED WINES ONLY LOSER, DOWN TO 33,800 FROM 34,600 CASES FOR LCBQ FY 1974 BUT EVEN HERE DECLINE LESS THAN SLIP IN 1974 FROM FY 1973 TOTAL OF 37,400. TOTAL CASES ALL PRODUCTS ROSE FROM LCBO GY 1973 FIGURE 47,500 TO 48,000 IN FY 1974 AND 64,000 IN UNCLASSIFIED

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FY 1975. CCP RESULTS NEXT YEAR MAY SHOW EQUALLY LARGE INCREASES AS TRADE SOURCES HOPEFUL DOUBLING OF TABLE WINE FIGURE AND BEER IMPORTS ONLY BEGAN JUNE 1974. AGENT SECOND US BREWERY WHICH LISTED NOVEMBER 1974, ACCOUNTING FOR ABOUT 3,000 OF 8,700 CASES IN LCBQ FY 1975, ALONE HAS 6,000 CASES RECEIVED OR ON ORDER SINCE APRIL 1.

D. CAMPAIGN NO. 5: POST CONTINUES WORK WITH RESIDENT GEORGIA AND NEW YORK REPRESENTATIVES, HAS DISCUSSED OPPORTUNITIES WITH PENNSYLVANIA, VERMONT AND VIRGINIA OFFICIALS, ASSISTED NORTH CAROLINE AND GULFPORT, MISSISSIPPI INVESTMENT MISSIONS TO TORONTO, AND HAS MET WITH REGIONAL DEVELOPMENT AUTHORITIES FROM BATTLE CREEK, MICHIGAN AND BUFFALO, NEW YORK.

E. CAMPAIGN NO. 6: ETOS (5) ONLY A THIRD OF TARGET. VIEW OUR DIFFICULTY IN GENERAL APPROACH TO BIO-MEDICAL EQUIPMENT, SUGGEST THEME MAY BE MORE RESPONSIVE TO ADS OR TRADITIONAL PROMOTION DEVICES WHERE PRODUCT LINES IDENTIFIED FOR POST ACTIVITIES.

F. CAMPAIGN NO. 7: ETO PROGRAM NEVER DEVELOPED DUE SHARP FALL OFF OF CONSTRUCTION ACTIVITY (TORONTO A-39 ET AL).

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VANCOUVER -

A. CAMPAIGN NO. 1: COMPLETED. TWO PROGRAMMED MINI-MARKET SURVEYS (CAMPING EQUIPMENT AND CONSTRUCTION EQUIPMENT) SUBMITTED.

B. CAMPAIGN NO. 2: COMPLETED. ORIGINAL GOAL 13 POLLUTION CONTROL EQUIPMENT TOS. ACTUAL TOS SUBMITTED 14.

C. CAMPAIGN NO. 3: DROPPED. (SEE VANCOUVER 177 AND A-06)

D. CAMPAIGN NO. 4: DROPPED. (SEE VANCOUVER 177.)

E. CAMPAIGN NO. 5. NO SIGNIFICANT ACTIVITY OR RESULTS.  
F. CAMPAIGN NO. 6. COMPLETED. ORIGINAL GOAL 10  
BIO-MEDICAL TOS. ACTUAL TOS SUBMITTED 11.  
G. CAMPAIGN NO. 7. POSTPONED. BASED ON MARKET  
SURVEY (CAMPAIGN NO. 1), TO CAMPAIGN POSTPONED TO  
FY 1976.

3. AMCONSUL WINNIPEG, A NON-COMMERCIALLY STAFFED  
POST, REPORTS CONTINUATION OF EFFORTS TO PROMOTE  
PAUL MASSON WINES (CAMPAIGN NO. 3) AND INTEREST  
ON THE PART OF EATON'S IN AN IN-STORE PROMOTION  
(CAMPAIGN NO. 4) FEATURING CALIFORNIA SERVICES,  
PRODUCTS AND TRENDS.

4. IN ADDITION, ALL POSTS CONTINUE TO BE ACTIVE  
IN VARIOUS COMMERCIAL PROGRAMS (TOS, ADSS, WTDRS,  
ECONOMIC REPORTING, COMMERCIAL CORRESPONDENCE,  
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COMMERCIAL VISITORS AND INQUIRIES BY TELEPHONE  
OF A COMMERCIAL NATURE). SPECIFICALLY, MONTREAL  
REPORTS AN INCREASE OF 85 PERCENT IN THE NUMBER  
OF TOS SUBMITTED DURING FY 75, INCLUDING  
CAMPAIGN-ORIENTED ONES, AND THE INTRODUCTION OF  
PROSPECT INFORMATION REPORTS (PIRS) IN FEBRUARY,  
WITH 39 SUBMITTED TO THE END OF THE FISCAL YEAR.  
TORONTO, DESPITE LOSS OF 150 FSO MAN-DAYS,  
REPORTS SUBSTANTIAL INCREASE IN QUALITY ETOS  
(151 SUBMITTED IN FY 75), A RISE IN REPORTING OF  
MAJOR PROJECT POSSIBILITIES IN AIR AND GROUND  
TRANSPORTATION AND GREATER ATTENTION TO COMMERCIAL  
INTELLIGENCE AND CONSUMER GOODS AREAS. OTTAWA  
HAS CONTINUED ITS REPORTING IN SUCH AREAS AS THE  
CANADIAN PACKAGING AND LABELLING REQUIREMENTS  
(SUPPLEMENTED BY AMCONSUL QUEBEC'S T-136 OF  
JUNE 23 ON GOQ'S BILL 22) AND APPELLATIONS OF  
ORIGIN. UNDER POLICY REPORTING, EMBASSY SUBMITTED  
A NUMBER OF REPORTS, INCLUDING THOSE RELATING TO  
GOC TRADE WITH CUBA; PROPOSED NEW BANKRUPTCY LAWS  
FOR CANADA; FINANCING FOR CANDU POWER  
STATIONS IN SOUTH KOREA AND OTHER COUNTRIES;  
CANADA-EC CONTRACTUAL LINK; SOVIET-CANADIAN  
TRADE PROMOTION; CHANGES IN CANADIAN TARIFF  
ANNOUNCED IN JUNE 23 BUDGET. IN RESPONSE TO  
WASHINGTON REQUESTS, OTTAWA SUBMITTED REPORTS  
RELATING TO THE RESEARCH PROJECT ON EAST-WEST  
TRADE PROMOTION, MAJOR PRODUCTS: DIRECT  
REDUCTION TECHNOLOGY; CERP 1216 - "BEST PROSPECTS",  
AND COMMERCE ANTI-RECESSION EXPORT CAMPAIGN.

5. IN EVALUATING CCP, THE FOLLOWING COMMENTS BY  
AMCONSULS TORONTO AND VANCOUVER, IN ADDITION TO  
THOSE IN OTTAWA 1782 AND A-252, ARE RELEVANT:

TORONTO -  
WIDELY DIVERSE CONDITIONS CANADIAN MARKET  
(E.G. CONSTRUCTION ACTIVITIES IN ONTARIO AND QUEBEC)  
BEST MET WITH DECENTRALIZED CCP APPROACH SUGGESTED  
BY EMBASSY. WHILE POST SHOULD BE AT FULL E/C  
STAFF BY SEPTEMBER, WE HAVE PROBLEM PLANNING FY 76  
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CCP (STATE/COMMERCE TEAM HAS NOT YET VISITED CANADA  
AND FINAL DRAFT OF FY 76 CCP NOT YET AVAILABLE),  
VACUUM ON ANTI-RECESSION CAMPAIGN POSSIBILITY,  
AND UNCERTAINTY REGARDING WORKLOAD FACTOR OF "BEST  
PROSPECTS" PROJECT WHICH STILL UNRESOLVED.

VANCOUVER -  
VANCOUVER HAS DETERMINED THAT PRELIMINARY MARKET  
RESEARCH IS NECESSARY TO ESTABLISH REALISTIC TO  
GOALS. STATISTICAL RESEARCH AND LIST BUILDING  
IS INSUFFICIENT. AS AN EXAMPLE, STATISTICAL DATA AND  
IDENTIFICATION OF FIRMS INDICATED FOOD PROCESSING  
AND PACKAGING TO CAMPAIGN WOULD BE SUCCESSFUL IN  
FY 76. HOWEVER, INITIAL INTERVIEWS RECENTLY  
CONDUCTED WITH VERY DISCOURAGING RESULTS.  
SUGGEST THEREFORE THAT MARKET RESEARCH BE  
PROGRAMED BEFORE TO CAMPAIGN OR RESOURCES ALLOCATED  
FOR SUCH RESEARCH AS PART OF CAMPAIGN.

6. COPIES OF REPORTS SUBMITTED BY ALL CGS BEING  
FORWARDED AIRPOUCH ATTENTION MR. K.  
FERNANDEZ, COUNTRY SPECIALIST (CANDA), NORTHERN  
EUROPE DIVISION, OIM, COMMERCE.  
JOHNSON

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## Message Attributes

**Automatic Decaptioning:** X  
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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Disposition Approved on Date:**  
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**Reference:** 75 OTTAWA 832  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 06 MAR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <06 MAR 2003 by ThomasVJ>; APPROVED <17 MAR 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
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**TAGS:** BEXP, CA  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006